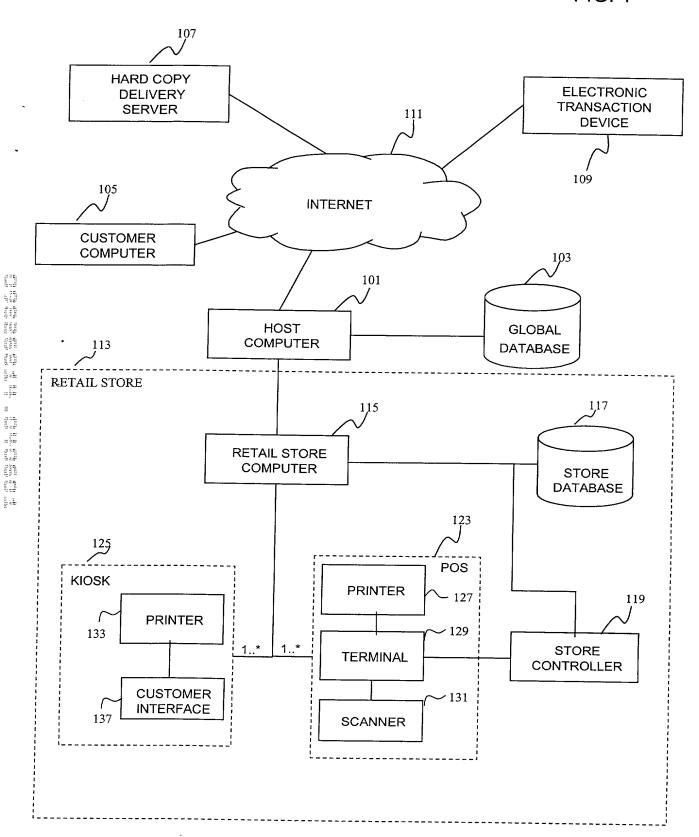
OBLON, SPIVAK, ET AL DOCKET #: 199457US-25 INV: Eric N. WILLIAMS, et al. SHEET 1_OF_11_

FIG. 1



OBLON, SPIVAK, ET AL **DOCKET #: 199457US-25** INV: Eric N. WILLIAMS, et al. SHEET 2 OF 11

	203 کسر	2 ر	05	207	209 كر	211 گر	
201	CID	PROMOTION		DELIVERY DATE	DELIVERY MEDIUM	PROMOTION STATUS	
	052799 ADV2787 PI2787		11/02/00 11/02/00	CUST. COMP CUST.COMP.	REJECT (H) ACCEPT		
	090269	ADV8711 PI8711 PI7858 PI7859 PI8200		10/10/00 10/26/00 10/30/00 11/03/00 11/03/00	DIRECT MAIL CUST. COMP ELECT TRANS. KIOSK POS	REJECT (H) ACCEPT (H) REJECT (H) ACCEPT (H) UNKNOWN	
	FIG.2A						
H H H H H H H H H H H H H H H H H H H	215 کر		217 سر		219 /-		
the spirit in the family state of the family s	PROMO'	Ì	PROMOTION STATUS		RELATED PROMOTION		
213	ADV8711		ACCEPT		10 CENTS OFF BRAND X SWEETENER		

FIG.2A

	215	217	219
213	PROMOTION IDENTIFIER	PROMOTION STATUS	RELATED PROMOTION
	ADV8711	ACCEPT REJECT	10 CENTS OFF BRAND X SWEETENER 25 CENTS OFF BRAND X SWEETENER 10
	PI8711	ACCEPT REJECT	30 CENTS OFF BRAND B COFFEE 50 CENTS OFF BRAND X SWEETENER
	PI7858	ACCEPT REJECT	BRAND B COFFEE, IT TASTES GOOD 60 CENTSOFF BRAND B COFFEE
	PI2787	ACCEPT REJECT	AD3535; PI6742; PI7474 PI7188; PI7227
	ADV2787	ACCEPT REJECT	ADV 3900 PI2787

FIG.2B

OBLON, SPIVAK, ET AL DOCKET #: 199457US-25 INV: Eric N. WILLIAMS, et al. SHEET 3_OF_11_

•	223 	225	227	
	PROMOTION IDENTIFIER	PROMOTION INFORMATION	STATUS CRITERIA	
221	ADV8711	ADVERTISEMENT, BRAND X SWEETENER, "BRAND X SWEETENER, JUST ONE CALORIE"	ACCEPT IF PURCHASE WITHIN 2 WEEKS, ELSE REJECT	
	PI8711	PURCHASE INCENTIVE, BRAND X SWEETENER, "25 CENTS OFFBRAND X SWEETENER," EXP 1/1/01	ACCEPT IF REDEEM BEFORE EXPIRATION DATE, ELSE REJECT	
	PI7858	PURCHASE INCENTIVE, BRAND B COFFEE, "RECEIVE 30 CENTS OFF BRAND B COFFEE", EXP 1/1/01	ACCEPT IF PURCHASE WITHIN 2 WEEKS OR REDEEM BEFORE EXPIRATION DATE, ELSE REJECT	
	PI7859	PURCHASE INCENTIVE, BRAND B COFFEE, "RECEIVE 60 CENTS OFF BRAND B COFFEE", EXP 1/1/01	ACCEPT IF REDEEM BEFORE EXPIRATION DATE, ELSE REJECT	
	ADV2787	ADVERTISEMENT, BRAND R SHOES,"BRAND R SHOES, DRESS FOR SUCCESS	ACCEPT IF PURCHASE WITHIN ONE WEEK, ELSE REJECT	
	PI2787	PURCHASE INCENTIVE, BRAND R SHOES, "1/2 OFF BRAND R SHOES, WHEN YOU BUY A PAIR OF BRAND R SHOES OF GREATER VALUE	ACCEPT IF REDEEM WITHIN ONE DAY, ELSE REJECT	

FIG.2C

OBLON, SPIVAK, ET AL DOCKET #: 199457US-25 INV: Eric N. WILLIAMS, et al. SHEET 4_ OF_11_

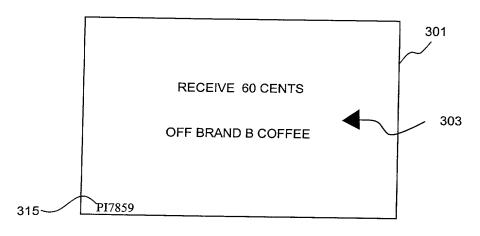


FIG. 3A

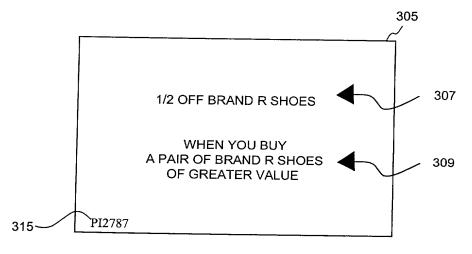


FIG. 3B

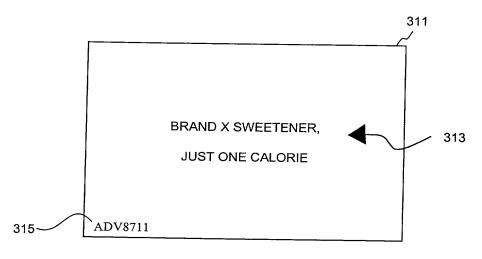
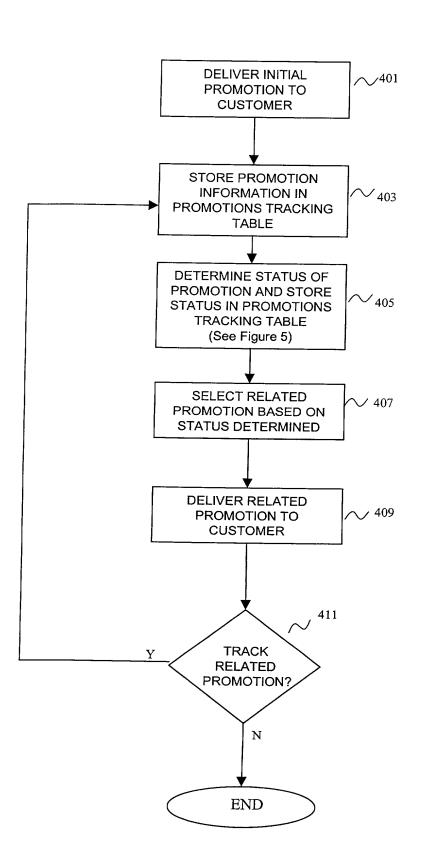


FIG. 3C

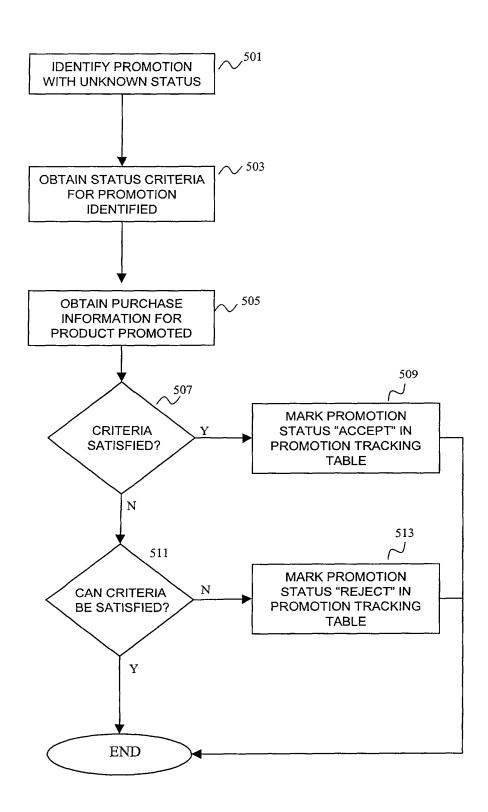
OBLON, SPIVAK, ET AL DOCKET #: 199457US-25 INV: Eric N. WILLIAMS, et al. SHEET 5_OF_11_

FIG. 4

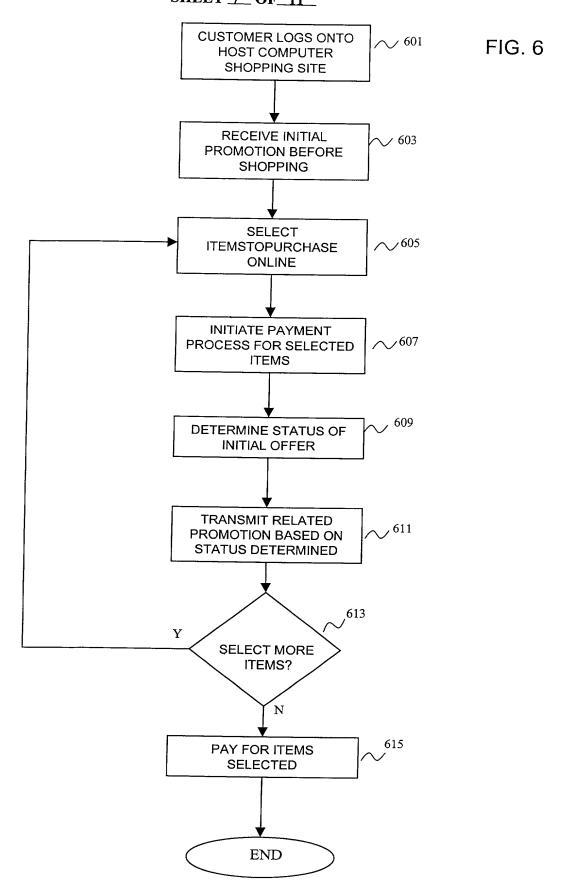


OBLON, SPIVAK, ET AL DOCKET #: 199457US-25 INV: Eric N. WILLIAMS, et al. SHEET <u>6</u> OF <u>11</u>

FIG. 5



OBLON, SPIVAK, ET AL DOCKET #: 199457US-25 INV: Eric N. WILLIAMS, et al. SHEET _7_ OF__11__



OBLON, SPIVAK, ET AL DOCKET #: 199457US-25 INV: Eric N. WILLIAMS, et al. SHEET <u>8</u> OF_11_

FIG. 7

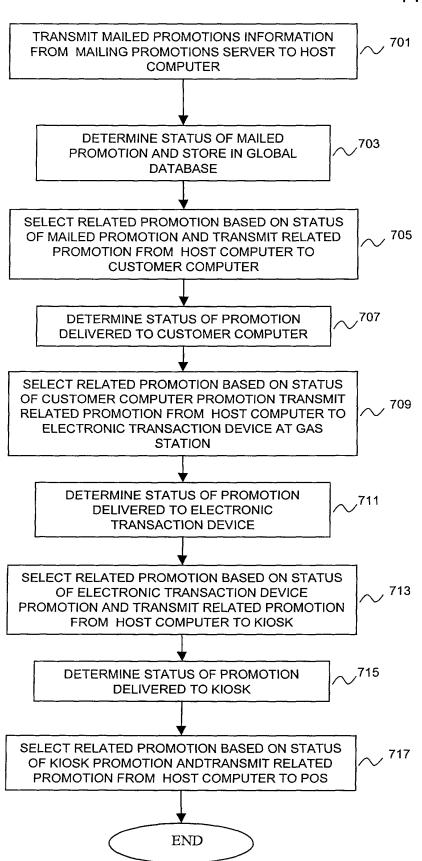
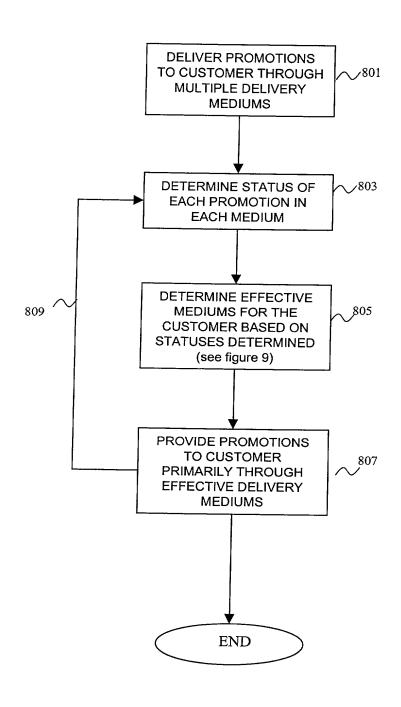


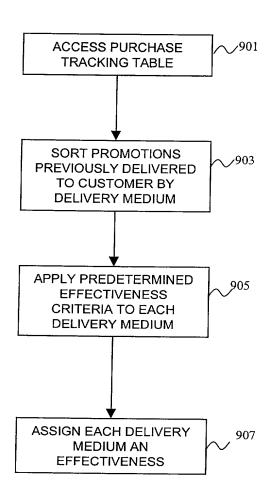
FIG. 8



11

ļ.

FIG. 9



The state of the s

OBLON, SPIVAK, ET AL DOCKET #: 199457US-25 INV: Eric N. WILLIAMS, et al.

SHEET 11 OF 11

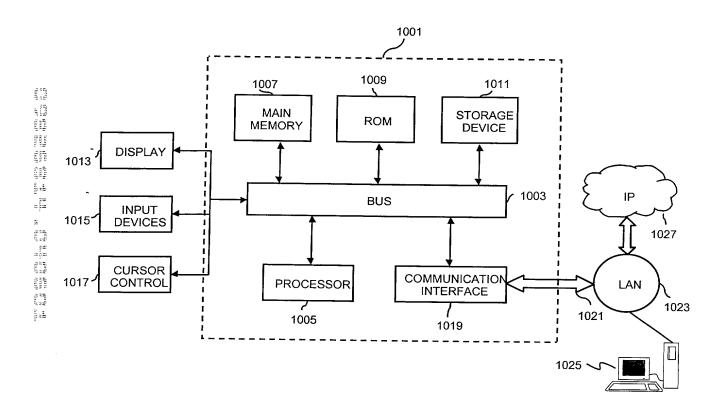


FIG. 10